

27 MAY 2005

(19) World Intellectual Property Organization  
International Bureau(43) International Publication Date  
21 August 2003 (21.08.2003)

PCT

(10) International Publication Number  
WO 03/069592 A2(51) International Patent Classification<sup>7</sup>: G09F 21/04(74) Agent: MURGITROYD & COMPANY<sup>8</sup>; Scotland  
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(21) International Application Number: PCT/GB02/02730

(22) International Filing Date: 14 June 2002 (14.06.2002)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
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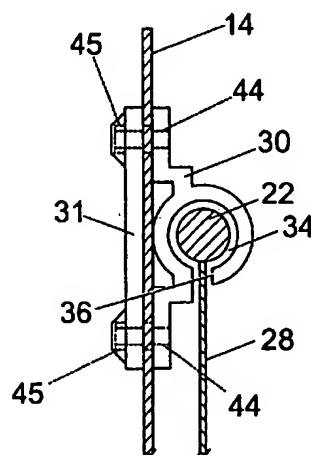
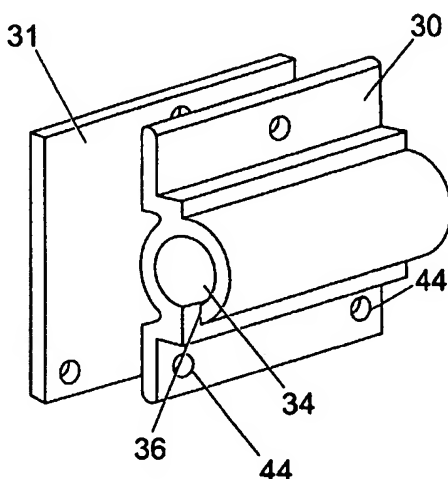
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(SE).(81) Designated States (national): AE, AG, AL, AM, AT, AU,  
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,  
CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH,  
GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC,  
LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW,  
MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG,  
SI, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ,  
VN, YU, ZA, ZM, ZW.(84) Designated States (regional): ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),  
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR,  
GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent  
(BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR,  
NE, SN, TD, TG).

Published:

— without international search report and to be republished  
upon receipt of that report

[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR DISPLAYING ADVERTISEMENTS ON A VEHICLE



(57) Abstract: An advertising panel (20) which can be used to selectively attach advertisements to the side of a road vehicle (10) or to a fixed structure in a readily demountable manner comprises a sheet (22) of plastic material, the sheet having an image applied to a first side of the sheet. An elongate fastener (22) having a thickness greater than the sheet extends along a longitudinal edge of the sheet. The elongate fastener (22) engages with one or more slotted track members (30, 32) provided on a wall (16) or curtain (14) of the road vehicle. The track member and slot (36) may be provided in a continuous length (32), corresponding to the length of the longitudinal edge, or in discrete sections (30), which are particularly applicable for use with a curtain. Elongate fasteners (22) can be provided on the upper and lower edges of the panel (20), so that the panel is installed by threading it horizontally into the slots (36) of upper and lower track members (30, 32) simultaneously. The system requires minimal structural alterations to a vehicle (10) to enable it to carry advertising panels, and allows advertising panels to be changed easily.

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